

GTM Translation Sprint Worksheet + Agenda

Domain Methods

WHAT THIS PACKET IS FOR

Use this sheet when a GTM analytics or reporting request is real, but the room is still mixing together urgency, artifact preference, confidence expectations, and scope.

1. BRING ONE LIVE REQUEST

- What did the business actually ask for? _____
- What feels urgent versus operationally real? _____
- Which artifact word showed up too early (dashboard, attribution, report, rebuild)?

2. NAME THE DECISION

- What business choice should get easier, faster, or less political? _____
- Who is the real decision-maker? _____
- What happens if we do nothing this cycle? _____

3. SET THE EVIDENCE BAR

- Which metric, threshold, or comparison matters most? _____
- What confidence level is required: directional, decision-grade, or board-grade?
- What caveat is acceptable, and what caveat would break the decision? _____

4. MAP OWNERS AND DEPENDENCIES

- Primary owner of the answer: _____
- Supporting teams or systems involved: _____
- Hidden dependency most likely to break the answer: _____

5. CHOOSE THE NARROWEST HONEST NEXT MOVE

- Best next deliverable: brief, scoped dashboard change, workflow fix, alignment sprint, or foundation work

- Why is this narrower and more honest than the default ask? _____

- First checkpoint date: _____

WHAT NOT TO DO

- Do not widen the sprint into every reporting complaint from the quarter.
- Do not start the artifact debate before the decision and evidence bar exist.
- Do not end with 'analytics will look into it' instead of a named owner and next step.

90-MINUTE AGENDA

- 0-10 min: capture the live request and the pressure behind it
- 10-25 min: name the decision
- 25-45 min: define the metric and confidence bar
- 45-65 min: map owners and hidden dependencies
- 65-80 min: choose the next move
- 80-90 min: write the working brief and first checkpoint

DOORWAY NEXT STEP

If the room still cannot separate the business ask from the delivery scope, move into Translate the Ask. If the sprint proves the answer depends on brittle source logic, conflicting definitions, or unstable modeling work, move into Data Foundation.